

Does MaaS play a role in  
improving mobility in our  
cities and regions?

The background features a central light gray trapezoidal area. This area is framed by various shades of green geometric shapes, including triangles and polygons, which create a layered, abstract effect. The colors range from a bright lime green to a darker forest green.

Only if it improves what  
we do today

Information  
Contracts  
Customer Experience  
Connectivity  
Infrastructure  
Efficiency  
Journey  
Congestion  
Liveability  
Times  
Networks  
Coverage

Only if it improves what  
we do today



Information

Customer

Contracts

Experience

Connectivity

Infrastructure

**Efficiency**

Only if it improves what we do today

Journey

**Congestion**

Liveability Times

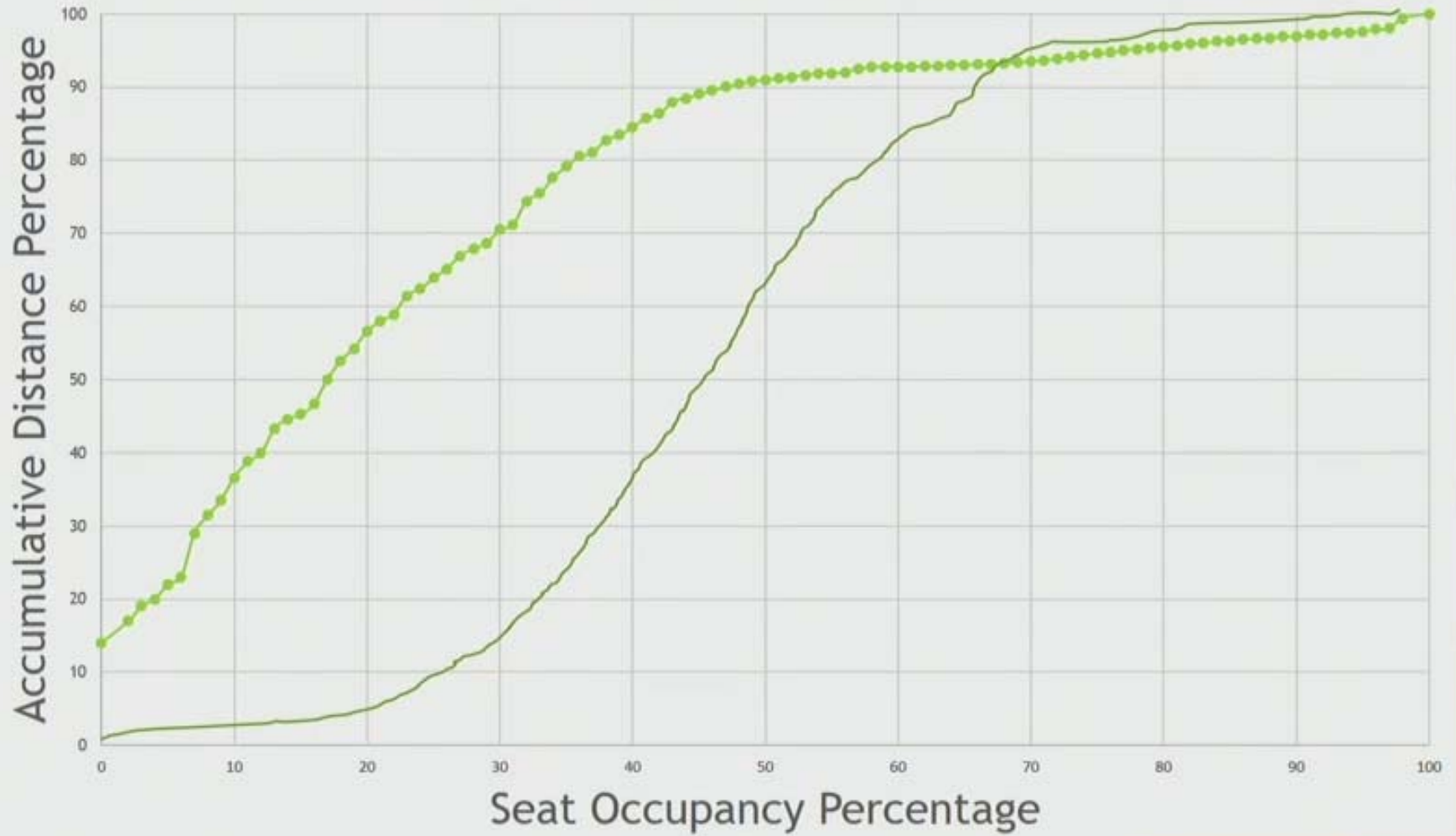
Networks

Coverage

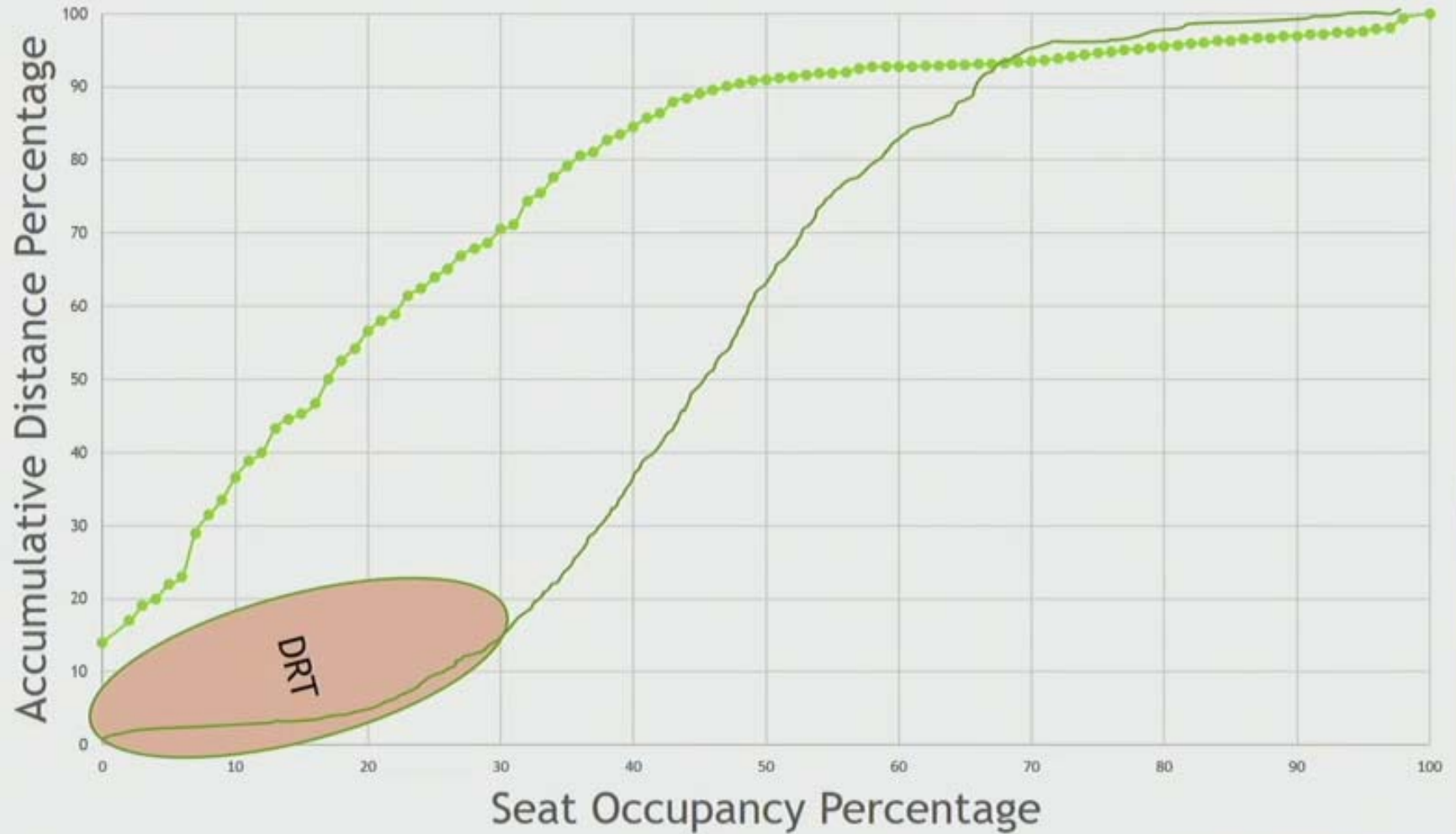
## Seat Occupancy VS Distance Travelled



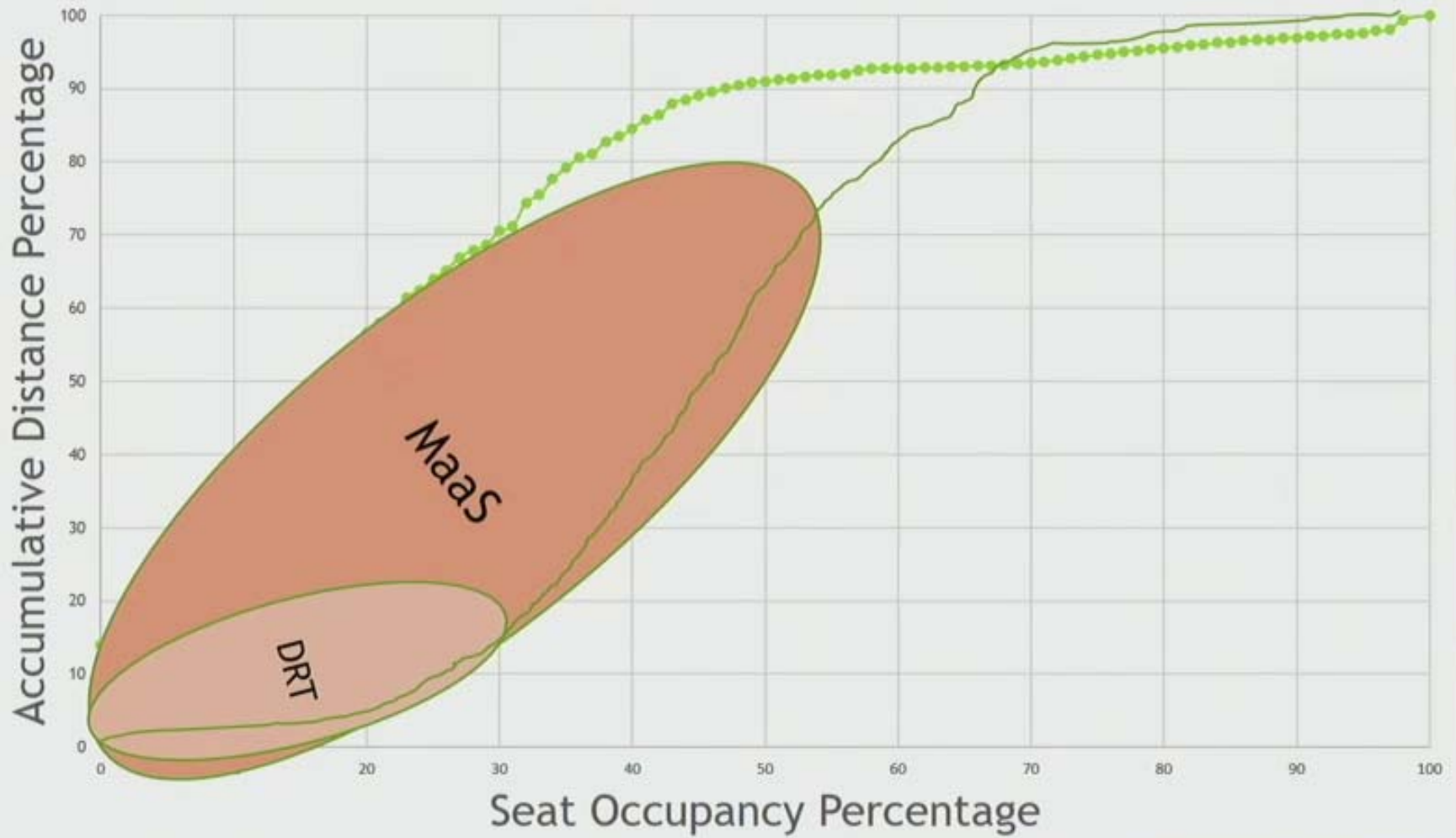
## Seat Occupancy VS Distance Travelled



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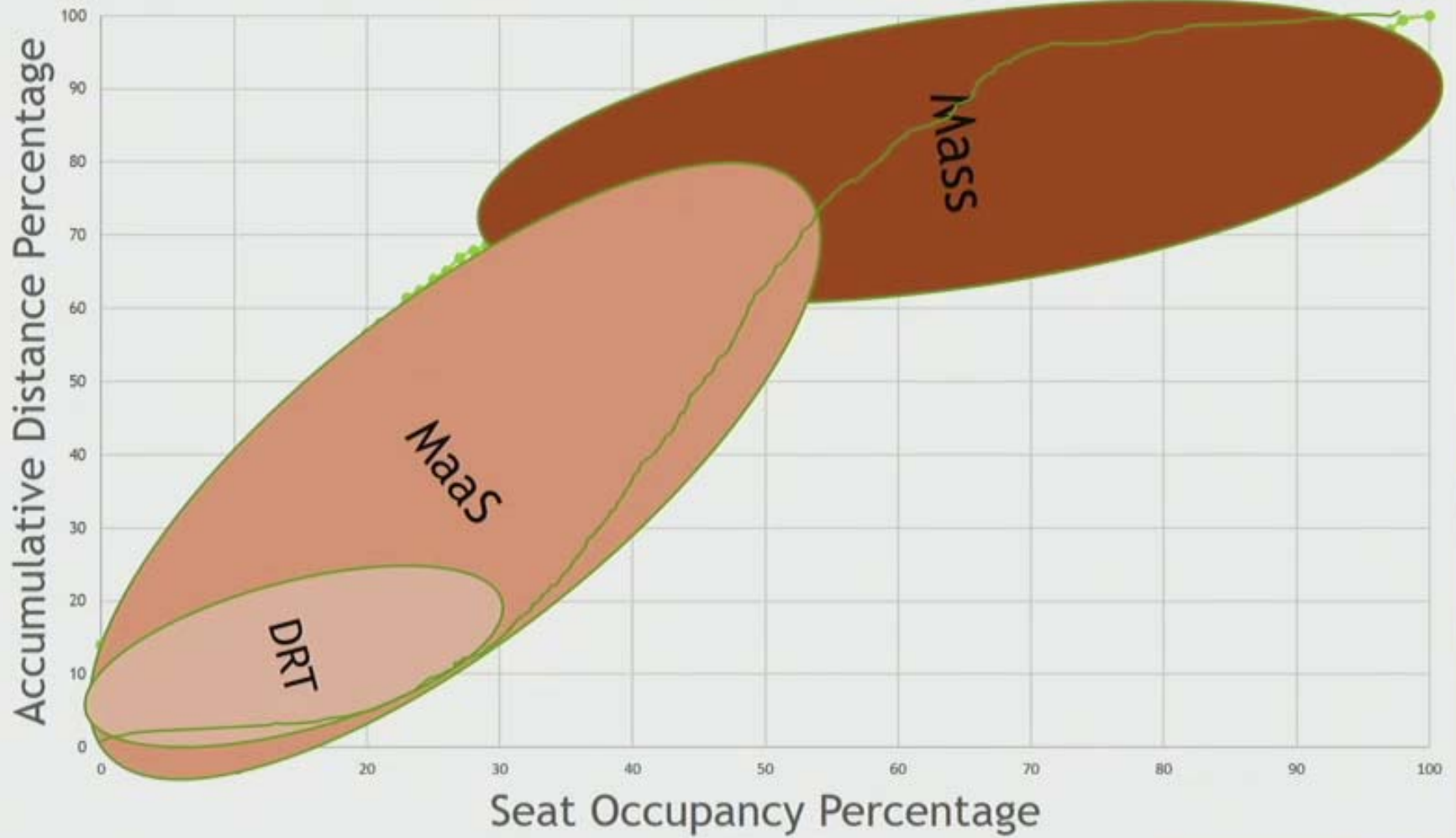


## Seat Occupancy VS Distance Travelled

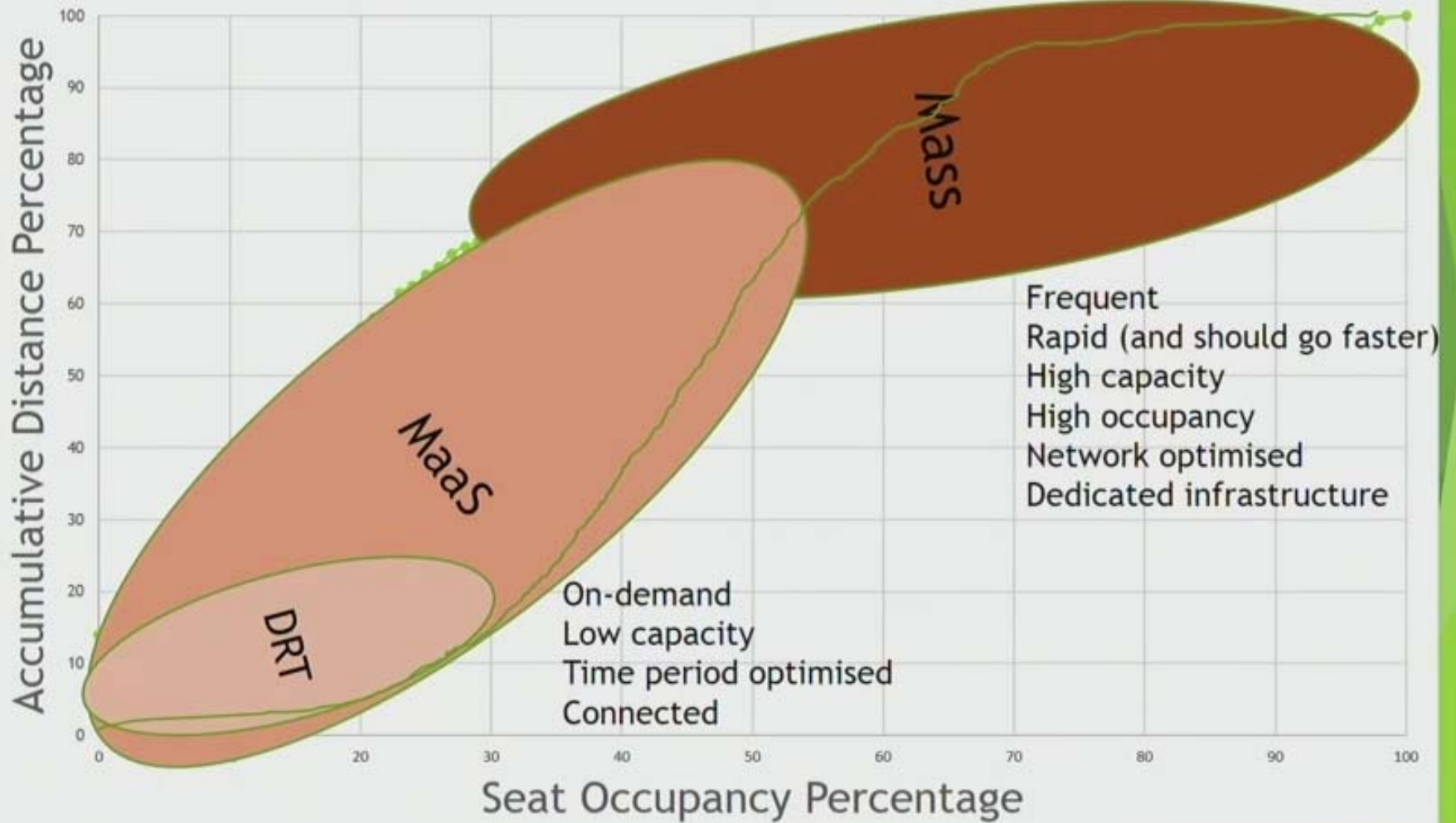




## Seat Occupancy VS Distance Travelled



## Seat Occupancy VS Distance Travelled



# Distance Travelled by Time of Day

Vehicle Distance

25,000,000

20,000,000

15,000,000

10,000,000

5,000,000

0

Total Vehicle KM

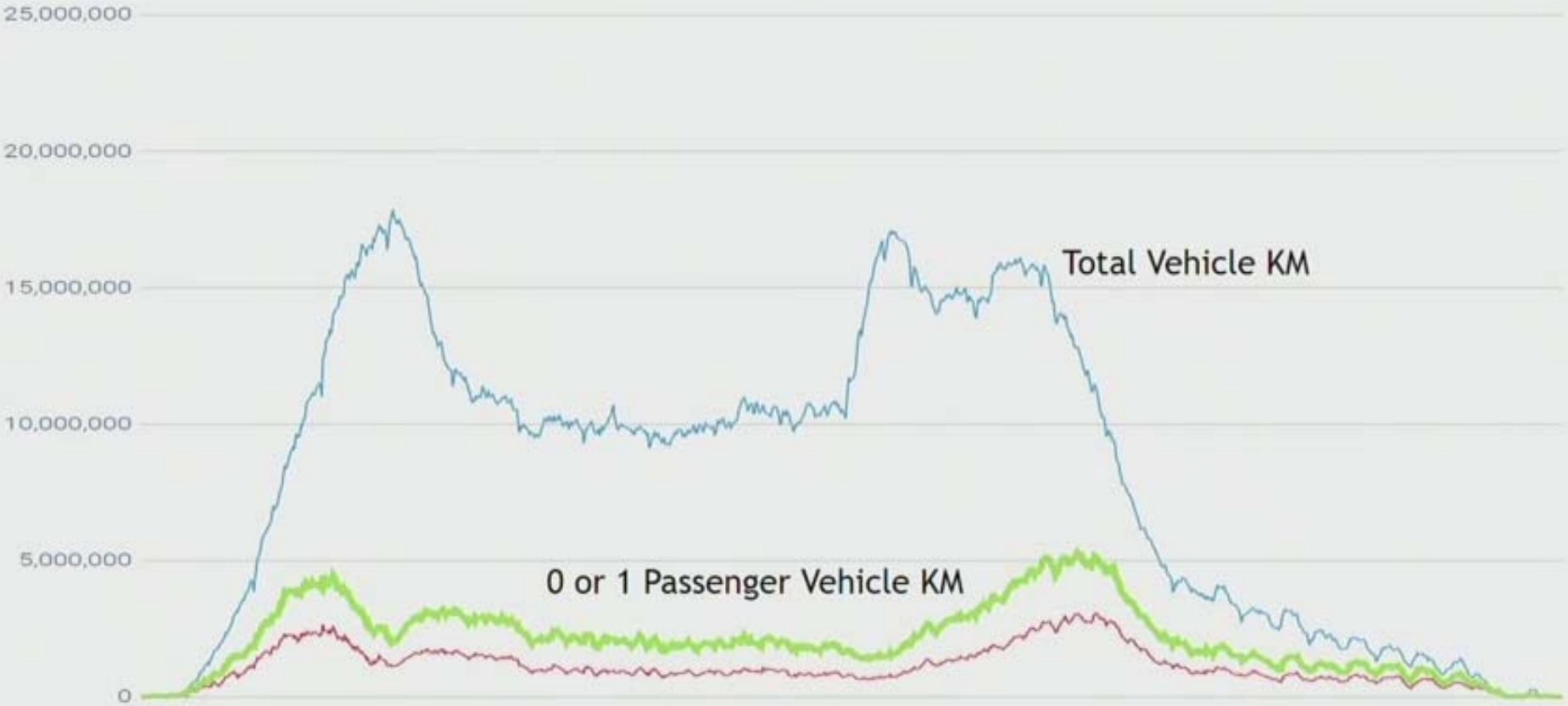
Minute

# Distance Travelled by Time of Day



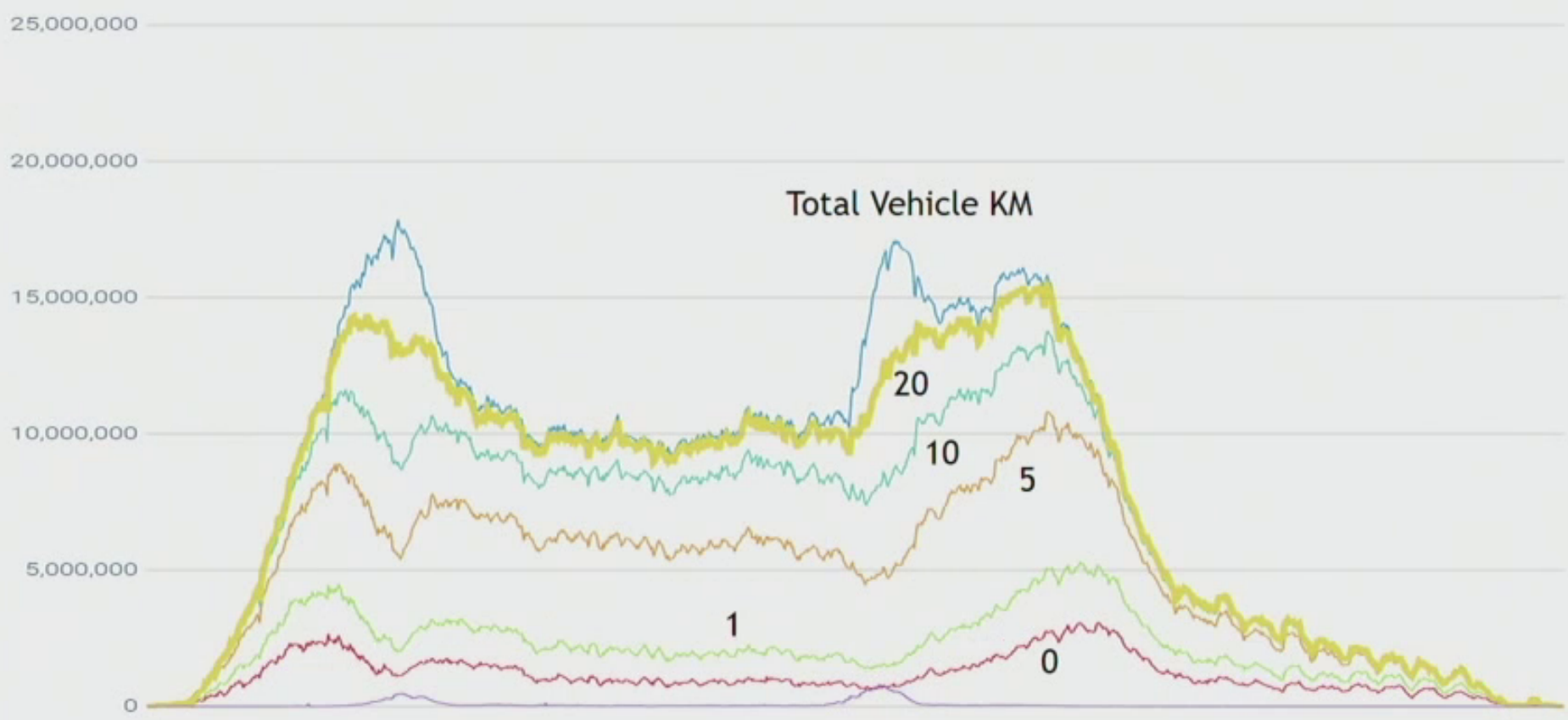
Minute

# Distance Travelled by Time of Day



Minute

# Distance Travelled by Time of Day



Minute

# Road Segment Speeds



5 minute

# What is MaaS?

- ▶ MaaS is not sexy, cool, new technology - it is only an enabler
- ▶ MaaS is the opportunity to completely rethink how mobility is delivered
- ▶ The single occupancy vehicle is the competition. The remainder needs to be orchestrated to deliver the preferred travel choice for the vast majority of commuters
  - ▶ Competitive travel times (frequency, coverage)
  - ▶ Pricing (difficult to increase public transport fares, road user charges may be the catalyst)
  - ▶ Contracts (flexible, encourage coordination, support trials, foster innovation)
  - ▶ Customer Information (quality, real-time, reliable, targeted information)
  - ▶ Customer Loyalty
  - ▶ Technical Standards (interoperability, security, data protections)



**Q.** Does MaaS play a role in improving mobility in our cities and regions?

**A.** Only if it improves what we do today